

WINTER CLEARANCE SALE

BEGINS WEDNESDAY, JANUARY 27TH---Continues 10 Days, Through Saturday, Feb. 6th

Breezy Bargains From Every Department---Cherry News for our Customers and Friends.

Editorial--Winter Clearance Sale

Once again the wheels of time have made another circuit. Stock-taking is over, and spring buying time for us draws near. Our modern merchandising methods demand a speedy clearance of all surplus stock, broken assortments and odds and ends. Mistakes made in our buying must be corrected now, cost what it may. "This is the Frankel way."

Editorial--The "Frankel" Way

Means lower prices or better goods at the same price. It stands for quality, service and economy. It stands for honest goods and honest advertising. There are no costly schemes tacked on to our expense account to confuse the customers. Our way is the direct way. Our prices are printed plainly in the papers. The public gets the full benefit of our low quotations, and the benefit of the low cost of distribution. Try the Frankel way now.

Editorial--Shopping In January

These are Economy Days—the time to buy January is the month to spend money in order to make money. This is the time when a \$10 bill will frequently do the work of \$15, \$20 or even \$25 earlier in the season. Our Clearing Sale will prove this, and our store is filled with so many good things that are worth so much more than the money to you. Come visit every floor and share the splendid offerings told about on this page. And test "The Frankel Way."

OUR ANNUAL WINTER CLEARANCE SALE of DRY GOODS, NOTIONS, SILKS, MILLINERY, CLOTHING, SHOES and READY-TO-WEAR—SUITS, SKIRTS, COATS and DRESSES. Realizing that merchandising is fast becoming a science—a science dealing with facts as they are; namely, that all stocks should be completely sold out twice each year. This means that stocks are kept constantly fresh and new and no old merchandise is allowed to accumulate. Now comes house-cleaning time—a house-cleaning as thorough as that of the most particular housewife—a cleaning up of all merchandise bought for fall and winter selling. All goods are marked down at ridiculously low prices that insure a rapid clearance—A REAL MONEY-SAVING EVENT. Don't miss it. IT'S THE "FRANKEL" WAY OF MERCHANDISING.

Women's Ready-to-Wear

We have taken inventory and find our stock of Ready-to-Wear entirely too heavy. It must be reduced. In order to do this we must make radical reductions. To accomplish this end we have divided our Coat and Suit stock into several remarkable groups as follows:

Suits

LOT NO. 1—20 FINE SUITS.
\$14.95 These suits are made of Fine Gabardines, Serges and Broadcloths. Sizes of some not sizes in all from 16 to 46. Mostly Navy Blue and Black, a few Greens. Suits in the lot value from \$25.00 to \$35.00.

LOT NO. 2—25 FINE SUITS.
\$11.75 Suits in this lot are worth double the price and some more. All strictly wool materials. Sizes 16 to 45. Not all colors nor all sizes of any one style. But the best values of the season at \$18.50 and \$22.50.

LOT NO. 3—30 FINE SUITS.
\$6.75 This group of suits are strictly tailored, all wool Serges and Cheviots, Peau de Sien lined. Misses, Juniors and Women's Sizes 14 to 45 Black, Brown, Blue and Green Serges. Not a suit worth less than the original price but for quick clearance priced low. Values \$12.50 to \$17.50.

Millinery Clearance

These parallel prices never before made in this city. Come and get them.

\$3.95 For pick and choice of any Velvet Trimmed Hat worth from \$10.00 to \$15.00.

4.75 For choice of exclusive French Hats, including Feather Military Hats, Fur Trimmed Models worth \$12.50 to \$25.00.

1.98 98c and 49c—Choice of all Trimmed and Untrimmed Velvet Shapes. Former price \$7.50, \$6.50, \$5.00, \$3.50 and \$2.00.

100 Hats, Misses and Children's School Hats, Velvet, Felts and others. Values up to \$1.00. **29c** Choice.

French Ostrich Plumes

\$3.00 Plumes, Blacks and Colors \$1.69
\$3.50 Plumes, Blacks and Colors \$1.93
\$5.00 Plumes, Blacks and Colors \$2.98

Now is the time to buy your third or mid-winter Hat. Get 3 months wear for \$1.98 to \$3.93 for Hats valued from \$5.00 to \$15.00.

Fancy Feathers, Wings and Stick-Ups for Hat Trimming at ONE-HALF PRICE.

Here's What You've Been Waiting For!

Frankel's Clearance Sale of Men's Wear

In our sales we adhere to the principle that we do not want to carry any goods from one season to another. To do this we know that we must price them right to clear the stock, which is all this season's clothing. No shelf-worn merchandise in our sale.

Men's and Young Men's Suits And Overcoats

\$27.50 H. S. & M. SUITS Clearance Price	\$18.75	\$25.00 OVERCOATS Clearance Price	\$16.75
\$25.00 H. S. & M. SUITS Clearance Price	16.75	\$22.50 OVERCOATS Clearance Price	14.75
\$22.50 H. S. & M. SUITS Clearance Price	14.75	\$20.00 OVERCOATS Clearance Price	13.75
\$20.00 H. S. & M. SUITS Clearance Price	13.75	\$18.50 OVERCOATS Clearance Price	12.75
\$18.50 H. S. & M. SUITS Clearance Price	12.75	\$17.50 OVERCOATS Clearance Price	11.75
\$17.50 WORTHMORE SUITS Clearance Price	11.75	\$16.50 OVERCOATS Clearance Price	10.75
\$16.50 WORTHMORE SUITS Clearance Price	10.75	\$15.00 OVERCOATS Clearance Price	9.75
\$15.00 WORTHMORE SUITS Clearance Price	9.75	\$12.50 OVERCOATS Clearance Price	8.75
\$12.50 WORTHMORE SUITS Clearance Price	8.75	\$10.00 OVERCOATS Clearance Price	6.75
\$10.00 WORTHMORE SUITS Clearance Price	6.75	\$7.50 OVERCOATS Clearance Price	4.75
\$8.50 WORTHMORE SUITS Clearance Price	5.75	\$5.00 OVERCOATS Clearance Price	3.75

\$7.50 Duplex or Gabardine Coats now	5.63
\$6.50 Duplex "Campus" Coats now	4.88
\$5.00 Duplex "Campus" Coats now	3.75
\$4.00 Boys' Duplex Campus Coats now	3.00
\$3.00 Boys' Duplex Campus Coats now	2.25
\$3.00 Men's Alligator Slickers tan or black, now	2.25

\$3.98

One lot of Men's Rain Coats; values formerly \$5.00 to \$15.00. Not guaranteed but worth the money.

Shirts! Shirts!

29c Men's and Boys' Laundered Negligee Shirts, no collars. Values 50c.
41c Men's and Boys' Soft Negligee Shirts, detached and attached collars. Regular values 50c.
58c Men's and Boys' Soft Negligee Shirts, attached collars. Regular 75c value.
69c One lot of Shirts, odds and ends soft detached and attached collars; sizes 14 to 16½. Regular value \$1.00 to \$2.00.

85c Each

3 for \$2.50.

Wilson Bros., Negligee Shirts, attached laundered cuffs. Madras and French Percales and plain white and pleated. Regular value \$1.00.

Men's and Boys' Good Underwear.

Buy now, even if you must carry over.

38c Men's extra heavy Fleece Back Undershirts or Drawers. Also extra heavy ribbed 1 1/2 Fleece Back Garments. Regular value 50c.
75c Men's all wool Underwear, Scarlet and Natural Grey Shirts and Drawers; all sizes. Regular \$1.00 value.
\$1.15 A Garment—\$2.25, a Suit—Men's Fine Australian Wool Shirts and Drawers. Regular value \$1.50 each.
75c A Garment—Cooper's Derby Ribbed Shirts or Drawers; worth \$1.00 everywhere. Special 75c.
69c A Garment—Wright's Genuine Health Underwear, Shirts or Drawers; sell everywhere at \$1.00. Special 69c.

UMBRELLAS, ONE-FOURTH OFF. 20 PER CENT DISCOUNT. ONE-FIFTH OFF any Trunk, Suit Case or Hand Bag.

HALF-PRICE Suits HALF-PRICE

A lot of odds and ends Men's Suits; some winter suits and some spring suits; most all sizes; good merchandise, 1-2 off.

Boys' Suits

Knickerbocker, Norfolks Just now the boy needs a new suit for early spring school wear and you can save money now.
\$3.00 Boys' Cassimere Suits now
\$3.50 Boys' Cassimere Suits now
\$4.00 Boys' Cassimere Suits now
\$5.00 Boys' Cassimere and Serge Suits now
\$6.50 Boys' Cassimere and Serge Suits now
\$7.50 Boys' Cassimere and Serge Suits now
\$8.50 Boys' Cassimere and Serge Suits now
\$10.00 Boys' Cassimere and Serge Suits now
\$12.50 Boys' Cassimere and Serge Suits now

Corduroy Suits Special

\$16.50 English Corduroy	\$12.75
\$12.50 English Corduroy	\$9.75
\$10.00 English Corduroy	\$7.75
\$12.50 Men's & Boys' Mackinaws	\$8.75
\$10.00 Men's & Boys' Mackinaws	\$6.75
\$7.50 Men's & Boys' Mackinaws	\$4.75

ODD TROUSERS 1-3 OFF.

To make quick clearance we offer unrestricted choice of all Odd Trousers for Men (except Corduroy) at One Third Off.

BOYS' KNICKERBOCKER KNEE PANTS.
ONE-FOURTH OFF all grades from 50c to \$3.00.

Raincoats 1-3 Off

Cravenetted, Gabardines and Slickers.
\$25.00 Cravenetted Cloth Coats now
\$22.50 Cravenetted Cloth Coats now
\$20.00 Cravenetted Cloth Coats now
\$20.00 Gabardine Twill Coats now
\$15.00 Gabardine Twill Coats now
\$12.50 Cravenetted or Gabardine Coats now
\$10.00 Duplex or Gabardine Coats now

Boys' and Children's Overcoats and Reefers

\$7.50 Chinchilla, Balma-cans and Mackinaws
\$6.00 Chinchilla, Balma-cans and Mackinaws
\$5.00 Chinchilla, Balma-cans and Mackinaws
\$3.50 Chinchilla, Balma-cans and Mackinaws

Men's and Boys' Union Suits.

17c Boys' Union Suits, sizes 3 to 8 years Regular 25c value.
41c Boys' Mentor Union Suits, 1x1 Ribbed half bleached, sizes 3 to 14. Regular price 50c.
59c Extra large Boys' Mentor Union Suits, sizes 15 to 17.

The well known Munsing and Mentor and Cooper makes; closed crotch. **UNION SUITS.**
\$1.00 Garments, Clearance Price 79c
\$1.50 Garments, Clearance Price \$1.15
\$2.00 Garments, Clearance Price \$1.65
\$2.50 Garments, Clearance Price \$1.85

Special 35c Special

Men's Bleached Pepperell Elastic Seam Drawers. Special 50c values, at 35c.

Hats and Caps.

68c Lot of Men's Hats, odds and ends, most all sizes but not all sizes of any kind. But the best hats we have had, including Knox and Stetson. Young men's Shapes and "Liberty" and Anchor Brand Hats. Formerly sold at \$5.00 to \$15.00. For quick Sale at 68c.

1-4 Off

All Men's and Boys' Hats and Caps, Soft and Stiff Hats, except Stetson's Staple Hats.

Men's Hosiery

6c a pair—For Men's Sox, black and tan; worth 10c.
9c a pair—Firemen's and Engineer Sox, 3 for 25c.
9c a pair—Cotton Lisle Sox, black, tan, grey and blue; worth 15c.
18c a pair—"Onyx" Sox, lisle and silk plated; worth 25c.
38c a pair—\$1.25 for half dozen—"Onyx" Silk thread; worth \$3.

HOLE PROOF SILK SOX

3 pair in box
\$1.25, Regular Price, \$1.50.

17c Pair—Cashmere Sox, worth 25c.
12c a pair—Cashmere Sox; worth 15c.

Special Work Shirt Sale

41c Men's Blue Denim and Amoskeag Blue Flaming Work Shirts. A real 50c Shirt, largest and fullest shirt made, Special 41c.

25 PER CENT DISCOUNT
ONE-FOURTH OFF all Men's Work and Dress Gloves.

Handkerchiefs

6c each—Men's Full Size, worth 10c.
9c each—\$1.00 a dozen—Men's "Special," Initial Linen, worth 15c each.
8c each—90c Doz.—Men's "Special" Linen Cambric, worth 15c.
16c each—\$1.75 Dozen—Men's "Special" 2100 Linen Cambric, Worth 25c.
15c each—Men's Initial Silk Handkerchiefs; worth 25c.
38c each—Men's Initial Finest Linen; worth 50c.

Ties 35c Ties

3 for \$1.00
Choice any of our 50c and \$1.00 Four-in-Hands and Batwings.